aries agro limited

F.NSE/QPA/2589
26th November, 2019

Listing Department
National Stock Exchange of India Ltd.
‘Exchange Plaza’, Bandra Kurla Complex,
Bandra (East), Mumbai – 400 051.

Ref: **Scrip Code- ARIES**

Sub: **Analyst/Investor Meeting-26.11.2019**

Dear Sir,

Pursuant to provisions of Regulation 30 read with Schedule III of SEBI(Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform the Exchange that Management of the Company met various Analysts from the Investor Community at the Registered Office of the Company today, i.e. Tuesday, 26th November, 2019 and gave a Presentation which is attached herewith. All discussions were based around general business updates and did not involve any Forward Looking Statements or Un-Published Price Sensitive Information.

Kindly take the same on your record and oblige.

Thanking You,

Yours faithfully,
For **ARIES AGRO LIMITED**

QAISER PARVEZ ANSARI

Digitally signed by QAISER PARVEZ ANSARI
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QAISER P. ANSARI
COMPANY SECRETARY & COMPLIANCE OFFICER

Encl a/a

CELEBRATING 50 GOLDEN YEARS

aries agro limited

ANALYST MEET PRESENTATION 2020

Legacy

- Aries Agro Ltd, is celebrating its Golden Jubilee in November 2019.
- The company was incorporated in 1969, by Dr. T. B. Mirchandani and his wife, Mrs. Bala Mirchandani.
- Aries started life with a small range of Mineral Feed additives for animals & birds.
- Around the mid-seventies, the company diversified into other products of plant nutrients and launched one or more products every year and soon was considered a brand leader in the field of Mineral nutrition.
- Aries researched into data for compounds that could deliver mineral nutrients to plants more efficiently through Chelation technology.
- A lot of hard work and efforts saw Aries Chelated Micronutrients become brand leaders all over the country.

Dr. T. B. Mirchandani

Handled the
Animal Health division of
Boots Pharmaceuticals Ltd.

Mrs. Bala Mirchandani

Handled the marketing
department of
Vick Products Inc.

Leadership

Dr. Rahul Mirchandani

Chairman & Managing Director

Dr. Jimmy Mirchandani

Director

- 23 years of experience as Director.
- Holds a Doctorate in Management Studies from NMIMS University, Mumbai and is also a Chartered Financial Analyst (CFA) and holds an MBA from the University of Canberra, Australia.
- Ranked amongst the 30 Most Innovative CEOs in India in 2014 and has pioneered several unique marketing processes and brand management tactics at Aries.

- Bachelor of Veterinary Science & Animal Husbandry from Konkan Krishi Vidyapeeth-Agri University.
- With Aries for almost 26 years, more particularly involved with the development of new products.

The Transformation

Around the early 2000s India witnessed a major change in the cropping pattern

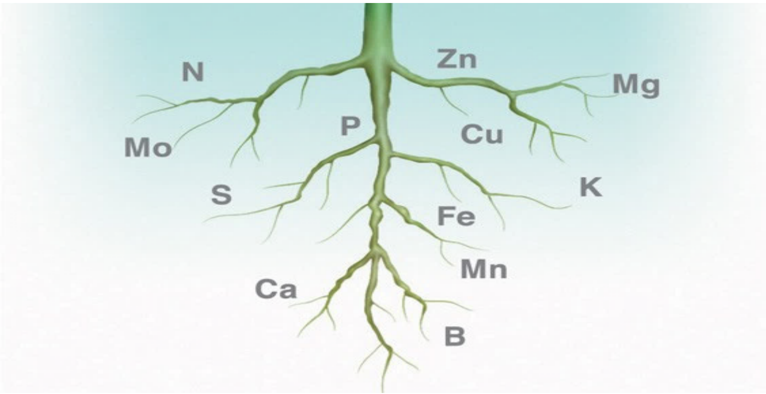
Government Initiatives		Technological Innovation	
Grow more horticulture crops per hectare of land	Set up of the National Horticulture Mission	Growth of Hybrid seeds, GMP seeds and oil seeds	Introduction of drip irrigation

Need for an integrated plant nutrition and plant protection

Source: Ministry of Statistic and Programme Implementation Website (MOSPI)

The Nutrient Value Chain

- Plants take up essential elements from the soil through their roots and from the air through their leaves.
- They require **16 nutrients** to boost growth and metabolism and to complete normal life cycle.
- It gets **oxygen**, **hydrogen** and **carbon** from atmosphere.



Macro Elements
N - Nitrogen
P - Phosphorous
K - Potassium

Secondary Elements
Ca - Calcium
Mg - Magnesium
S - Sulphur

Micro Elements
Fe - Iron
B - Boron
Zn - Zinc
Cu - Copper
Mn - Manganese
Mo - Molybdenum

Nutrients are required throughout the growth cycle

Germination and Establishment

Fe, Zn, Mn

Vegetative Growth

Fe, Zn, Mn, Cu, B

Flowering and Reproduction

Fe, B

Maturity and Senescence

Cu, Mo, B

Micronutrients

The role of micronutrients in a plant are:

30 $3d^{10}4s^2$
Zn
Zinc
65.39

Zinc is crucial for plant hormone balance and auxin activity and it is vital for growth

26 $3d^6 4s^2$
Fe
Iron
55.847

Iron is necessary for photosynthesis and is present as an enzyme cofactor in plants

5 $2s^2 2p^1$
B
Boron
10.811

Boron helps in transferring sweetness evenly on all sides of the fruit

25 $3d^5 4s^2$
Mn
Manganese
54.938

Manganese is necessary for photosynthesis, including the building of chloroplasts

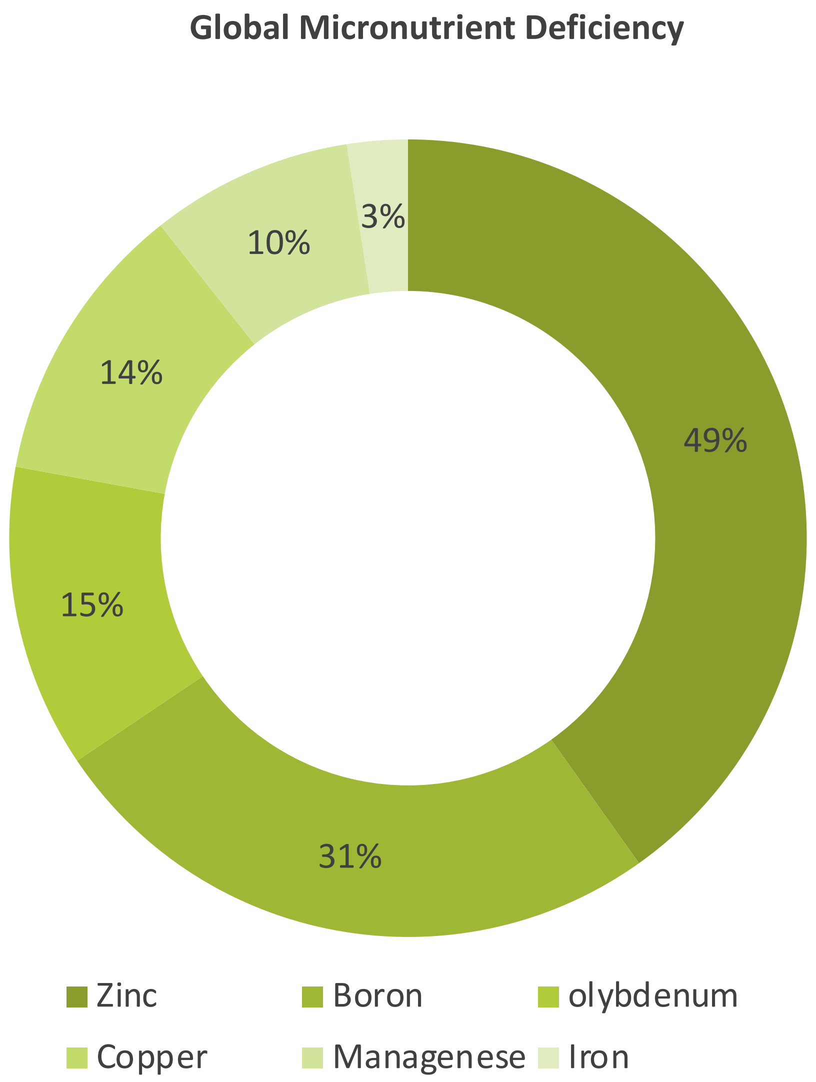
29 $3d^{10}4s^1$
Cu
Copper
63.546

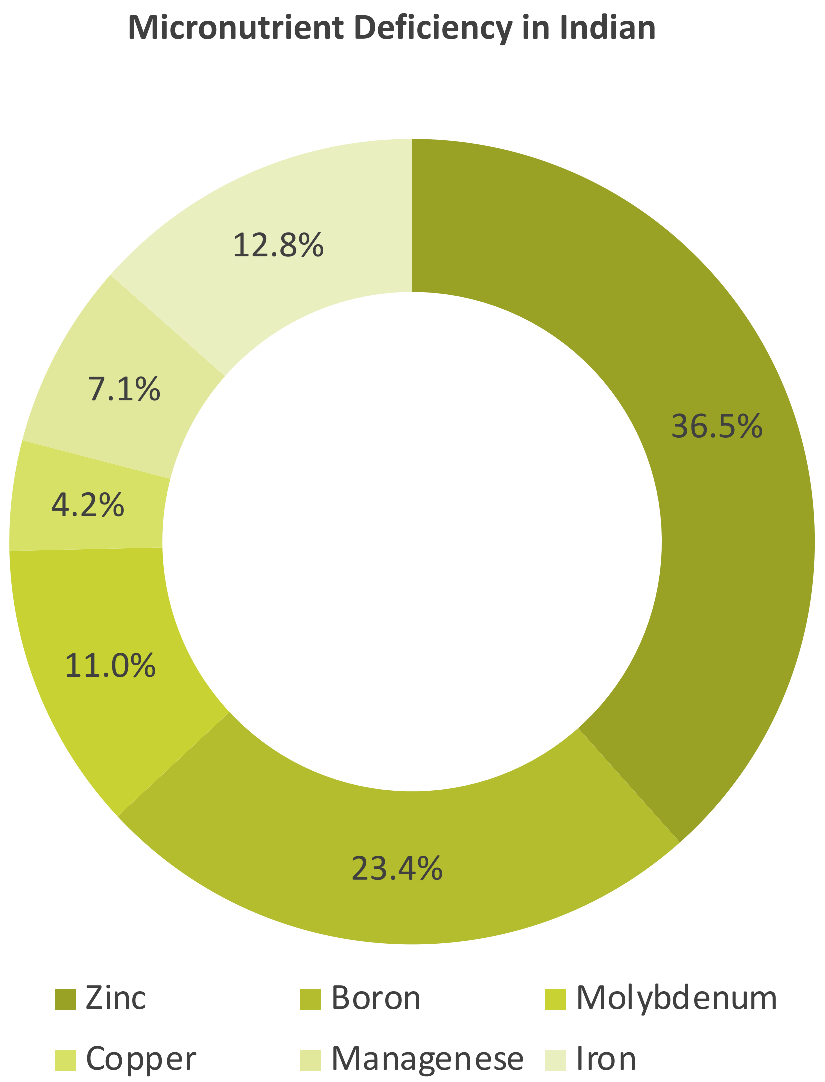
Copper is important for photosynthesis, involved in the manufacture of lignin (cell walls) and grain production

42 $4d^5 5s^1$
Mo
Molybdenum
95.94

Molybdenum is crucial for the growth of leaves and prevention of diseases in plants and involves nitrogen metabolism

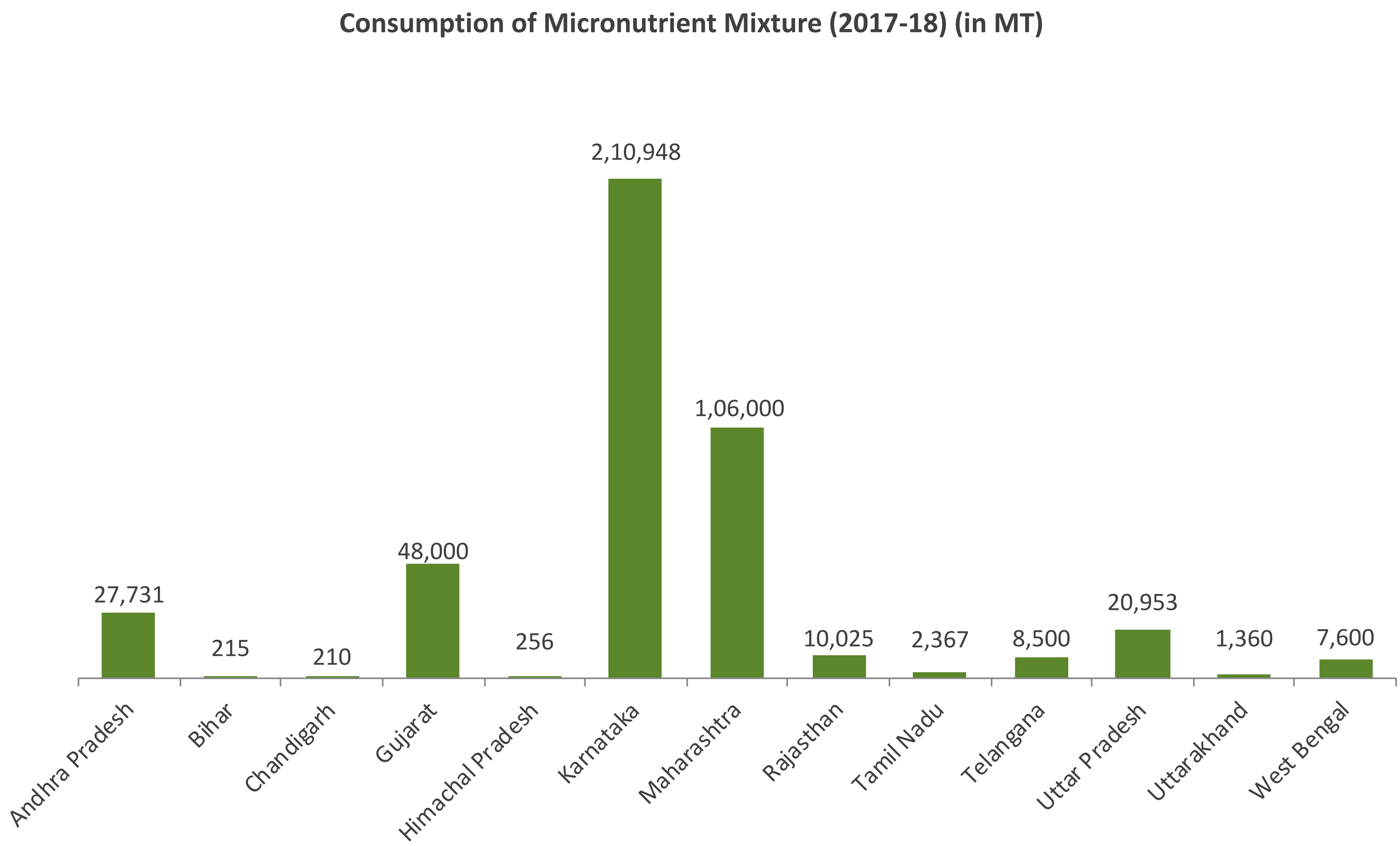
Roadmap for Micronutrients





Source: Indian Journal of Fertilisers, 2018 and PwC analysis.

Consumption of Micronutrients



Source: Indian Journal of Fertilisers, 2018 and PwC analysis.

Chelation Technology

Chelation is the most advanced delivery system for crop nutrition

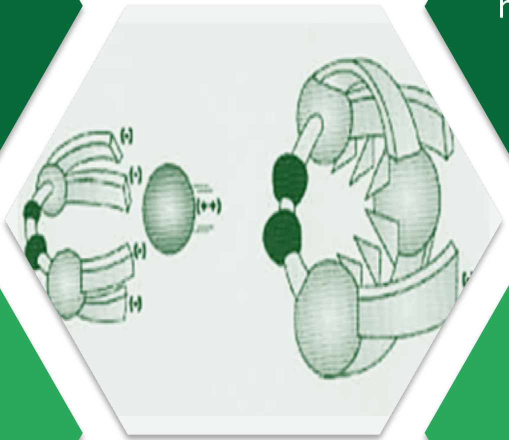
Being inert, the chelates are incapable of any harmful chemical reactions once applied to the soils and crops

Reduction in dosage from 20 kg of similar nutrients to 500 gms

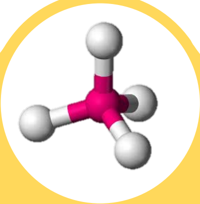
Protects the field from harm caused by inorganic and commodity fertilizers

Once the delivery of the nutrient is completed, the free ions of Chelating Agents are thrown out into the soil

Helps clean up the root zone by bonding with heavy metals and toxins compounds rendering them inert



CHANGING THE AGRI-INPUT INDUSTRY



Chelation technology to deliver Inert forms of nutrients that enrich the soil

Complexing of micronutrients to provide desired proportion in each molecule of finished products

Customization of products on the basis of soil, crop and region

Cost Benefit of 6:1 by reduced dosages and increased yields

Improved Soil quality by removing the heavy metals and toxins

Handles all the complexities and makes the work of farmer easy

Research & Development

Since its Inception, the Aries R&D team has been focused on new product development in the area of Chelated micronutrients and speciality fertilizers.

Aries develops crop specific and soil specific formulation of micronutrient complexes, specifically aligned to the requirements of over 100 crops and varied geographical conditions.

Aries also has tie-ups with agri-universities and research centres who conduct trials on our extensive product range. Through these relationships Aries extensively utilises their research centres and trial plots to test product usage and efficiency.

Stringent checks on the quality parameters of our entire product range including raw materials, in process materials, finished goods and shelf life tests.

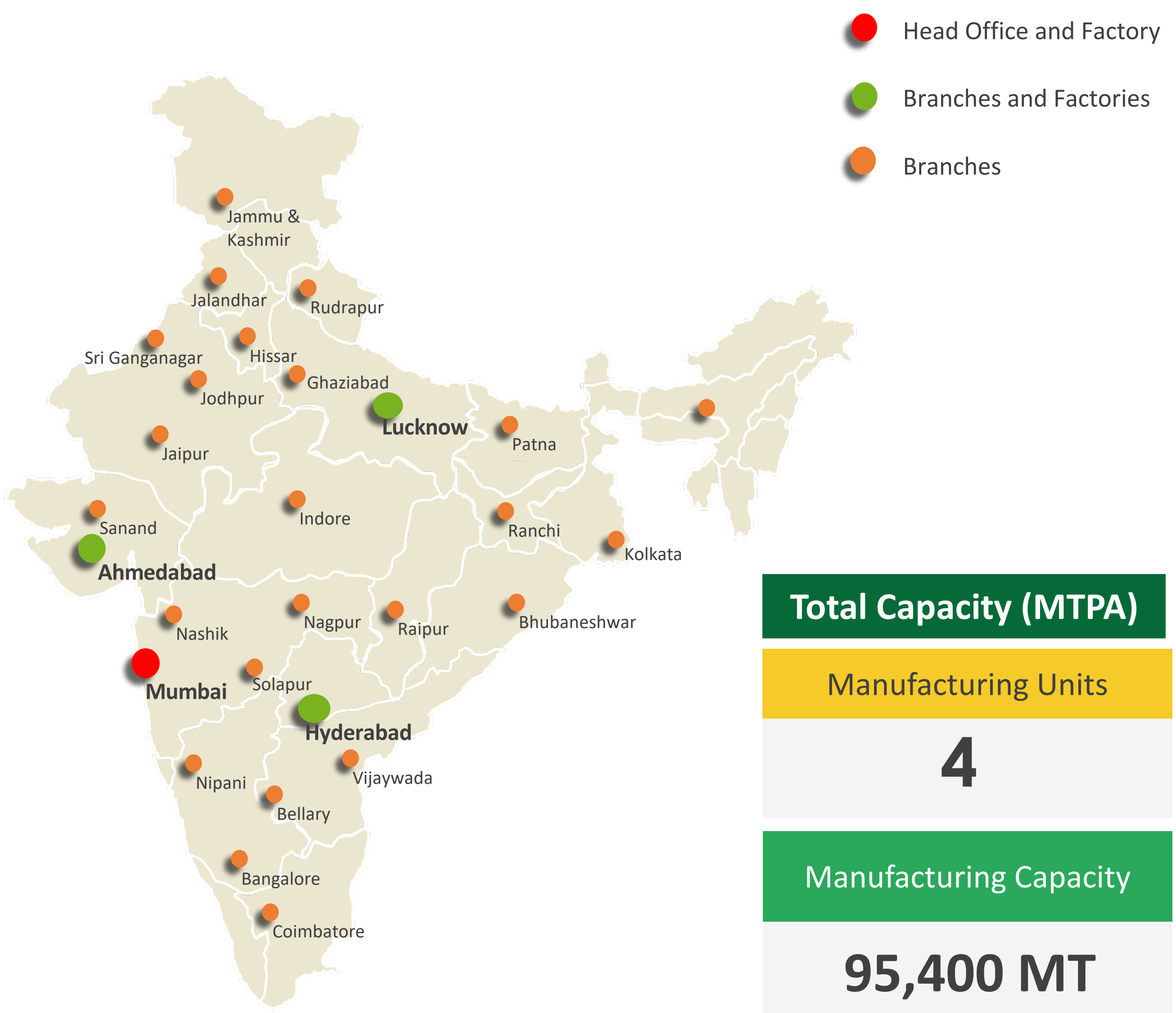
Mumbai R&D Laboratory

Innovative Packaging

Geographical Presence

Manufacturing & Distribution Network

Distribution Network
Registered Distributors & Dealers
6,800+
Dealer Counters
86,000+
Serving States
20
Serving Villages
1,99,000



Total Capacity (MTPA)
Manufacturing Units
4
Manufacturing Capacity
95,400 MT

Plant nutrient Super Bazar

One stop solutions to all the agricultural nutrient deficiency

India's Plant Nutrient Super Bazaar

N	P	K	Zn	Fe	Mn	Mg	Ca	B	Cu
Yellowing of foliage	Abnormal Tillering	Necrosis	Premature leaf death	Mottling of leaves	Black specs	Blight attack	Calcium deficient tomato	Severs fruit cracking	Gum pocket at node
Purple coloration due to anthocyanin pigments	Mottles Chlorosis	Weak Stems	Rice Zinc Deficiency	Death of tips	Greyish-Brown specs	Marbling attack	Necrotic lesions	Boron deficient fruits	Stele ear in wheat

Key Brands - Micronutrients

Key Brands – Water Soluble NPK

Key Brands – Plant Protection

Key Brands – Speciality Nutrients

Key Brands – Other Products

Marketing & Sales Strategy

Brand Building Through Concept Development and Knowledge Dissemination

Showcase products in a pesticide store where a farmer comes for spray based agro-inputs

Creating demand by imparting knowledge and generating awareness

Deployed around 800 foot soldiers to generate demand and create knowledge

Issue of prescription slips based on the farm condition, crop condition and soil conditions

Removes the complex process of remembering the brand names and formulation with the prescription slips

Sales – Value chain

Sales call begins with the language of cost benefit of 6:1 ratio which is proven by many universities:

- Reducing the cost of cultivation
- Increasing the yield by 30-35%.

To get attention of the farmers Aries talks firstly of cost benefit and then the under-nourished soil.

After generating interest among the farmers, Aries uses the influential farmers concept to cover the sales of a village.

A group of influential farmers will allow them to test on their field. Like the Sarpanch or the Mukhiya on showing the industry report.

Aries organise a farmers meeting and call all the farmers to the field of these influential farmer and that farmer is made to speak.

Aries teaches the local farmer and they give samples to them to work on a small area of their field. In the third season they see conversion to an entire area

Combo Sales

Combo Sales Concept

A farmer having a paddy field of 6 acres need to take 6 combo kits to fulfil all its fertilizer requirements.

- Benefit to the farmer
  - Cost benefit on the overall fertilizer requirement.
  - Personal Accident Insurance of INR 50,000 available digitally
- Benefit to Aries
  - Strengthen sale among its diversified product portfolio
  - Reduction of risk of unfair sales tagging by the competitors

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NPK

Complete Nutrient Solutions

- Secondary Nutrients
- Micro-nutrients

Flash Sales Concept

~1,400+ DEALER PARTICIPATION

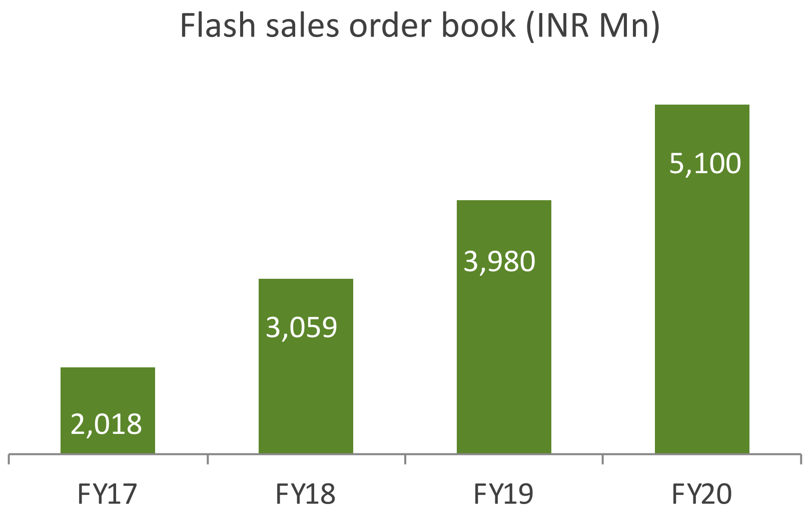
LAST 3 YEARS CAGR: 36%

INR 5,100 Mn ORDER BOOK

INCENTIVES TO DEALERS

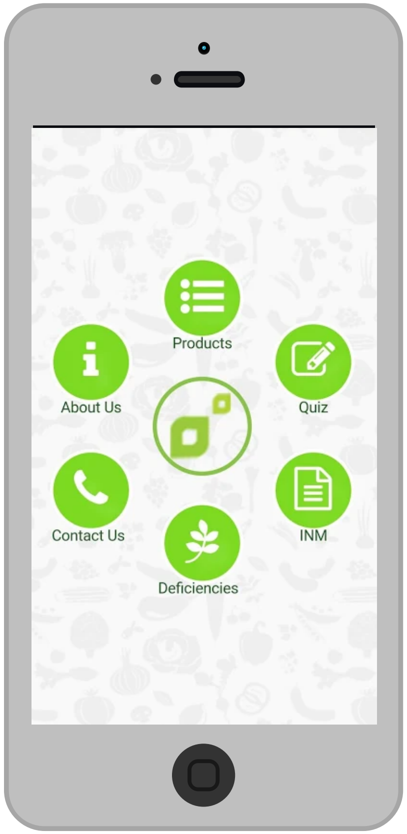
75% - 80% CONVERSION

APP ONLY MODE OF FLASH SALE

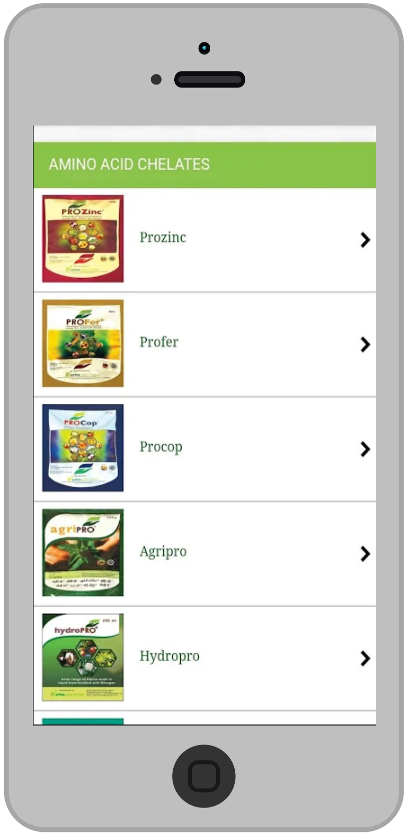


Mobile App

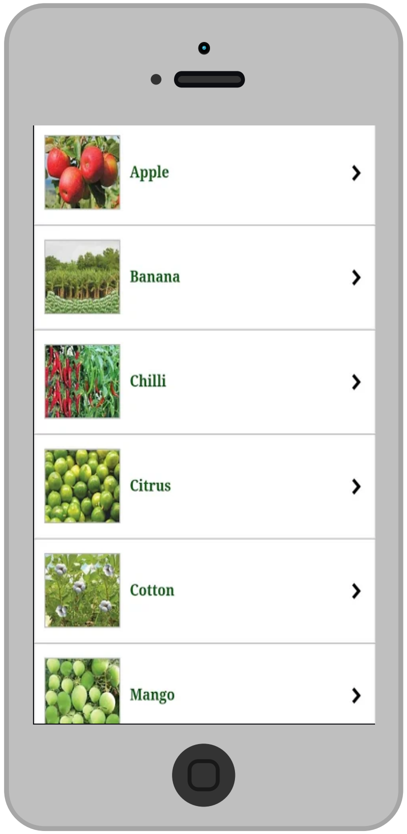
User Friendly Interface



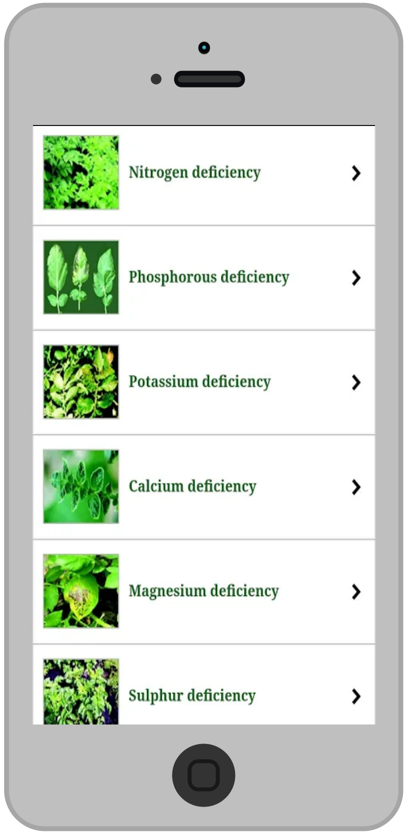
Details About Aries Products



Nutrient Requirement And Suitable Aries Products For Various Crops



Deficiency Details For Various Crops



Future Growth Prospects

Cost control measures along with continued focus on revamping the UAE facility with domestic business will show increase in revenue and profitability

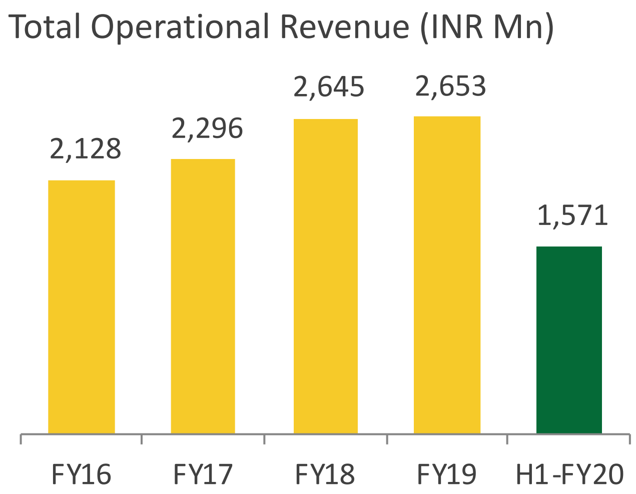
Intend to introduce new products for crops through constant Research and Development

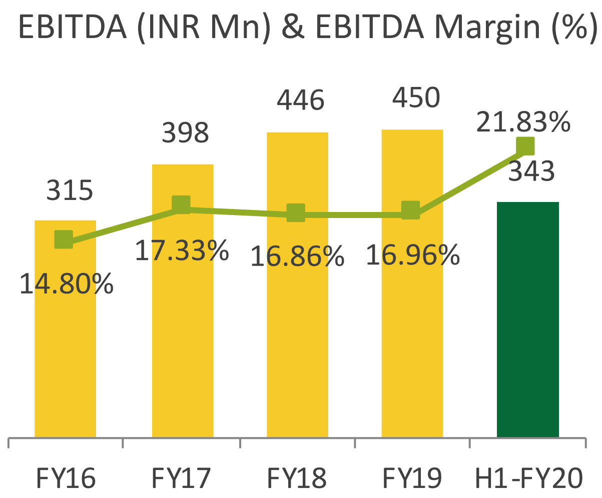
Expect sales from the distributors in Nepal who have shown strong support towards the product of Aries

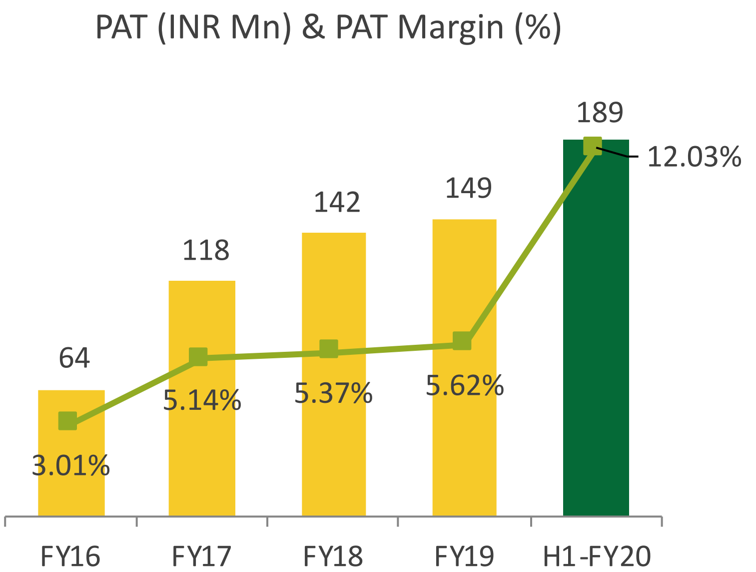
The company has shown steady growth in its order book in its flash sales with a historical trend of 75% - 80% conversion. In future we expect the same growth from flash sales

Target to cater to the soil deficiencies with Aries's highly specialized products

Key Financial Highlights (Standalone)







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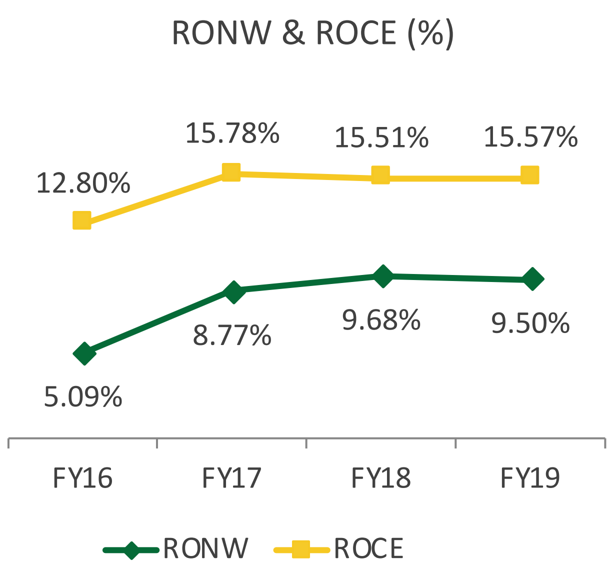

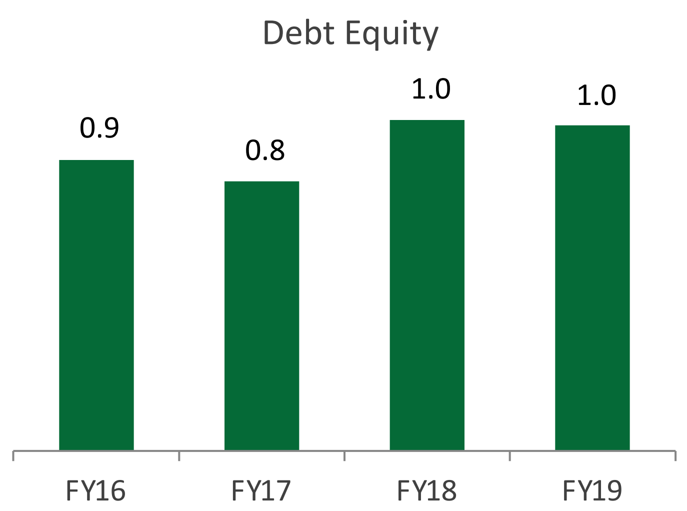

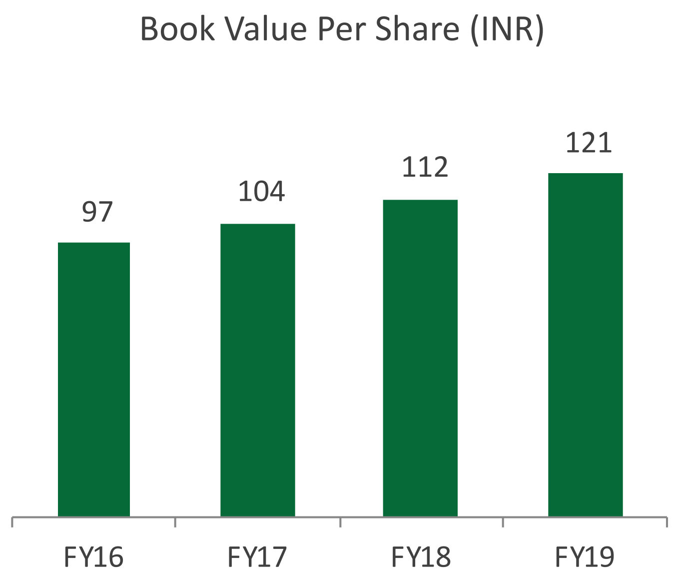

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VALOREM ADVISORS

Mr. Anuj Sonpal
Valorem Advisors Investor Relations Management
Tel: +91-22-49039500
Email: aries@valoremadvisors.com